

Message Text

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PAGE 01 BUCAR 04653 081333Z

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ACTION EUR-10

INFO OCT-01 ISO-00 EB-03 RSC-01 DRC-01 /016 W

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R 081057Z OCT 74

FM AMEMBASSY BUCHAREST

TO USDOC

INFO SECSTATE WASHDC 0443

AMEMBASSY VIENNA

AMEMBASSY MOSCOW

AMEMBASSY SOFIA

UNCLAS BUCHAREST 4653

E.O. 11652: N/A

TAGS: BEXP, RO

SUBJECT: IOWA STATE IOGA TRADE MISSION

REF: STATE 170136, BUCHAREST 4284

1. SUMMARY: THE IOWA STATE MISSION HAD SUCCESS IN EXPLORING AND TESTING THE LEVEL OF ROMANIAN INTEREST FOR A WIDE RANGE OF AGRICULTURAL RELATED EQUIPMENT AND MACHINERY, MUCH OF WHICH IS RELATIVELY NEW TO THIS MARKET. THE ROMANIAN RESPONSE SHOWED HIGH LEVEL INTEREST IN THE MISSION ITSELF, WHILE REACTION TO SPECIFIC PRODUCT CATEGORIES REPRESENTED BY MISSION MEMBERS WAS MIXED. THE MISSION ITSELF DID A TOP NOTCH JOB IN PRESENTING ITS PROPOSALS IN A PROFESSIONAL AND BUSINESS-LIKE MANNER, AND WAS WELL-ORGANIZED TO HANDLE EFFECTIVELY BOTH LARGE GROUP DISCUSSIONS AS WELL AS INDIVIDUAL MEETINGS. END SUMMARY

2. IMMEDIATE SALES VOLUME WAS NOT A GOAL OF THE MISSION AND, AS EXPECTED, NO CONTRACTS WERE SIGNED. ONE YEAR PROJECTIONS, HOWEVER, RANGED UP TO ABOUT \$300,000 IN US EXPORTS, WHILE LONGER RANGE RESULTS OVER THE NEXT FIVE YEARS ARE ESTIMATED AT ABOUT \$2 MILLION THESE COULD TURN OUT TO BE CONSERVATIVE FIGURES BECAUSE OF IMMEDIATE ROMANIAN INTEREST IN SUCH PRODUCTS AS WATERING AND FEEDING EQUIPMENT, FENCING MACHINERY, AND FEED PROCESSING EQUIPMENT, AND BECAUSE OF LONGER RANGE INTEREST IN AGRICULTURAL TRANSPORT EQUIPMENT AND NEW TECHNOLOGY FOR ANIMAL FEED. SOME OF THE MISSION'S PRODUCTS, SUCH

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AS HEAVY CONSTRUCTION EQUIPMENT AND PAVING MACHINERY, WILL BE MORE

SUITABLE FOR THIS MARKET LATER AS THE AGRICULTURAL INDUSTRY CONTINUES TO MODERNIZE.

3. DEPUTY MINISTER OF HEAVY MACHINERY SET TONE OF HIGH-LEVEL ROMANIAN

GOVERNMENT INTEREST BY CHAIRING FIRST GROUP MEETING WITH THE MISSION AND BY INVITING ABOUT TWELVE DIRECTORS AND OTHER EXECUTIVE OFFICERS OF PRINCIPAL ROMANIAN FOREIGN TRADE ORGANIZATIONS, RESEARCH INSTITUTES,

AND MINISTRY DEPARTMENTS. RECEPTION AT HOME OF EMBASSY ECONOMIC COUNSELOR DREW OVER 70 PEOPLE INCLUDING BROAD RANGE OF ROMANIAN OFFICIALS AND TECHNICIANS INTERESTED IN THE MISSION'S PRODUCTS. ROMANIAN CHAMBER OF COMMERCE HOSTED WORKING LUNCHEON FOR MISSION ON FOLLOWING DAY. ALL VISIT WORKING TIME WAS FILLED WITH MORE-THAN-EXPECTED INDIVIDUAL APPOINTMENTS AS ADDITIONAL REQUESTS CAME IN, INITIATED BY ROMANIAN OFFICIALS. TRIP ENDED WITH CALLS ON COUNSELOR OF MINISTRY OF FOREIGN TRADE AND DISCUSSION OF RESULTS WITH AMBASSADOR.

4. WHILE BROAD BASED MISSIONS SUCH AS THIS, AS OPPOSED TO SPECIFIC INDUSTRY GROUPS, ARE NORMALLY MORE DIFFICULT TO ORGANIZE AND, IN THIS MARKET AT LEAST, ARE GENERALLY LESS EFFICIENT, THIS MISSION WAS AN EXCEPTION AS A COHESIVE, WELL-ORGANIZED GROUP OF PROFESSIONALS WHO MADE THE MISSION EFFECTIVE AND A PLEASURE TO WORK WITH.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 08 OCT 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974BUCHAR04653
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740285-0360
From: BUCHAREST
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19741065/aaaacdeh.tel
Line Count: 86
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: STATE 170136, BUCHAREST 4284
Review Action: RELEASED, APPROVED
Review Authority: golinofr
Review Comment: n/a
Review Content Flags:
Review Date: 19 MAR 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <19 MAR 2002 by chappeld>; APPROVED <22 MAY 2002 by golinofr>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: IOWA STATE IOGA TRADE MISSION
TAGS: BEXP, RO
To: COM
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005